

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**July 19-20, 2007**

**Radisson Inn  
500 Leisure Lane  
Sacramento, CA 95814**

**MINUTES**

**July 19, 2007**

**Agenda Item 1 – Call to Order and Chair’s Welcome**

Chair Hector Ramirez called the meeting to order at 9:05 a.m.

Commissioners Present:     Hector Ramirez, Chair  
                                     David Kears, Vice Chair  
                                     Don Attore  
                                     Carla Dartis  
                                     Maria Minon  
                                     Molly Munger  
                                     Louis Vismara

Ex Officio Members Absent: Diane Levin  
   Joe Munso

Chair Ramirez announced that First 5 California has reached a full complement of commissioners with the Governor’s recent appointment of Maria Minon, M.D. In June, Dr. David Long, recently appointed by the Governor as the new Secretary of Education, recommended Diane Levin to serve as his appointee as an ex officio member on the commission. Chair Ramirez welcomed all newly appointed commissioners, stating how the appointments would broaden the perspective and views of the commission and contribute to important discussions, decisions and advocacy for early child development.

**Agenda Item 2 – Commissioners - Introductions**

In recognition of the new members and need to learn more about each other, commissioners were given the opportunity to introduce themselves and speak a little bit further about their backgrounds.

**PUBLIC COMMENT:** None.

**Agenda Item 3 – Host Region Welcome**

Chair Ramirez introduced Kathy Peterson, Executive Director of First 5 Mono County, who gave a presentation demonstrating the impact First 5 has had on children and families in the 11 counties of the Northeast Region. The presentation provided an overview of positive outcomes and impacts made in the region by the First 5 California result areas, systems change efforts, fiscal leveraging and collaborative partnerships.

Commissioner Kears asked how behavioral health needs are being met for children in rural areas. Mike Filippini (Sierra County) described the role of First 5 in mobilizing partnerships to focus local resources and providing key staff, including interns, to meet local needs. Commissioners Vismara and Minon suggested the use of telemedicine and partnering with organizations able to address the issues. Commissioner Vismara offered to help connect the region to those resources.

Commissioner Vismara asked about the projected growth rate of the counties. Karen Pekarcik (Calaveras County) said her county is projected to increase by 50% in 10 years and 100% in the next 20 years. The population structure is very small in regards to diversity and it is anticipated that the county's diversity rate will also increase significantly over the next 20 years. The county is not yet prepared to meet the expectations of new residents, who assume resources of a more urbanized community will be available.

Commissioner Vismara asked how rural counties carry out public education. Ms. Peterson explained that First 5 executive directors have knowledge of their counties and are trusted by providers and leaders, and thus are able to network efficiently. Nina Machado (Amador County) described an arrangement she made with the county recreation department, which travels throughout the county, to distribute First 5 materials.

**PUBLIC COMMENT:** None.

#### **Agenda Item 4 – Executive Director's Report**

Executive Director Kris Perry provided an update and reported on the following issues:

##### Strategic Plan

First 5 California continues to work on the strategic plan and will present a draft of the plan, including draft vision and mission statements, goals and sample objectives. This was developed after a thorough data gathering and input process covering issues emerging as the highest levels of interest.

##### Program & Technical Assistance

The re-release of the Request for Funding for regional technical assistance invites the 6 regions to apply for funds to conduct regional technical assistance.

The newly revised Kit for New Parents (Kit) continues to be extremely well received and is one of the most popular programs First 5 California sponsors. Informal feedback clearly indicates that recipients consider the information a valuable resource in helping understand the needs of young children. First 5 has already gone through the first printing of the English materials and is in the process of completing the second printing. The Spanish-language Kit was launched in May and it is anticipated that the release of the Kit in Asian languages will be early next year. The Kit has also been sent to members of the legislature and the administration who welcomed new babies into their families. The Kit has proven to be an incredibly great investment and is a wonderful resource to share.

Newly revised School Readiness forms will be released in August. Last year was the first year that the forms were pre-populated with county-specific data and very positive feedback on the forms was received. The forms will be pre-populated again this year for county commission staff convenience. Once the forms are released, the Program Management

Team Regional Consultant will contact each region to review the forms and answer specific questions regarding completion of the forms.

The Program Management Team distributed all necessary forms and instructions required by the Power of Preschool and the Comprehensive Approaches to Raising Educational Standards (CARES) programs for Fiscal Year 2007-08. Evaluation requirements and reimbursement forms, along with the CARES annual progress report forms, were released before the start of the fiscal year allowing county commission staff to better plan and more efficiently implement their programs.

County project coordinators successfully shared different aspects of their Special Needs projects at the statewide conference, which helped provide a better understanding of the many facets involved. The technical assistance and training contract with the California Institute for Human Services at Sonoma State University ended June 30, 2007. First 5 California is in the process of obtaining a new contract for training and technical assistance and embraces the opportunity to reevaluate the technical assistance and training needs of the demonstration sites and provide targeted assistance for the second half of the project.

#### Public Education & Outreach

The public education activities for the last two months have been captured on a DVD as part of the Advertising Request for Proposal (RFP) presentation.

A radio news release (RNR) on childhood obesity prevention was produced in English and Spanish for distribution to media outlets during the summer. In the RNR, parents and caregivers were encouraged to make healthy food choices for their children and to engage in physical activities with them. This is extremely important during the summer months because research shows that children gain more weight during the summer months than when they are in school.

The new DVD, For The Children/Para Los Niños, has been distributed in English and Spanish to state commissioners, county commissions and stakeholders. The three-minute video provides an overview of First 5 programs and mission. A DVD with all our Spanish-language ads was also produced for use in reaching Latino parents and caregivers. DVDs have been distributed to all the Migrant Education Even Start regions for use in their parent meetings.

First 5 continues to explore possibilities for partnerships with the private sector and has reached out to several companies. A meeting was recently held with a representative from PepsiCo to explore the possibility of partnering on some of their healthier products such as Aqua Fina and Quaker Oats for possible use with the "Hands-on Health" mobile van.

The schedule for Phase 4 of the very successful "Hands-on-Health" mobile outreach campaign is currently underway. The "Hands-on Health" mobile van is part of First 5's public relations contract, which ends in May of next year. The option to allow counties to use the van is under consideration and would be done in the spirit of collaboration with the counties and in an attempt to ensure the van's participation at events specifically requested by those counties, while ensuring the First 5 message is consistent.

First 5's advertising contract with GMMB expired June 30. With an approval from the commission for a new RFP for advertising, a new contractor should be in place in early next year.

#### Research & Evaluation

Stacie Sormano, Director of Research, was acknowledged for her hard work, leadership, involvement with staff and positive feedback received from counties.

Research & Evaluation teamed up with our Information Technology Unit to create PDF annual reporting forms for the Power of Preschool and School Readiness programs, which will allow counties to electronically submit annual reports and a scantron form for Power of Preschool data collection. In addition, First 5 launched a new evaluation Web site – [www.first5eval.com](http://www.first5eval.com), which focuses on providing research and annual reporting assistance to the counties.

First 5 plans to enter into a two-year contract with the Institute for Social Research at CSU Sacramento to write the First 5 California Annual Report, which is due to the Legislature at the end of January.

#### County & State Partnership

At the January 2007 commission meeting, First 5 California was instructed to convene a workgroup to look at the issues associated with small county augmentation. Since then, First 5 has met one day each month of the last five months, with assignments in between. First 5 is working hard in collaboration with the counties to determine revenue scenarios and how to create meaningful eligibility and disbursement criteria.

A Nutrition and Physical Activity taskforce has been convened. Various members from this taskforce met and shared information on how to keep California's youngest children healthy through physical activity and good nutrition.

#### Administration

Ms. Perry acknowledged Maria Balakshin who served as Interim Deputy Director of the Program Management Team and provided incredible leadership, continuity and stability to the office during a difficult time.

Ms. Perry welcomed Education Program Consultant Judith Cantrell who joined First 5 California's Program Management Team from the California Department of Education.

Sarah Neville-Morgan, who brings a wealth of institutional memory, was announced as the new Deputy Director of the Program Management Team.

Ms. Perry met with Ted Mitchell, member of the State Board of Education, on education priorities and how First 5 may partner on that effort. She participated in a national group in Houston, Texas, with 20 other states looking at early screening and assessment.

Ms. Perry acknowledged and publicly thanked Sherry Novick and Moira Kenney for all their work that helped make the First 5 Annual Conference in Orange County a success.

**PUBLIC COMMENT:** None.

### **Agenda Item 5 – First 5 Association of California Report**

Sherry Novick, Executive Director, First 5 Association of California updated the commission and provided new commissioners with a brief explanation of Association activities:

- On July 17, county commission representatives and their local partners convened a meeting to discuss First 5-funded, evidence-based programs addressing nutrition and physical activity. The event was part of the Association's subcontract with the Department of Public Health. There will be follow-up and electronic meetings on ways to move local and statewide policies forward.
- In June, the Health Access Learning Exchange met with former Assemblyman Burt Margolin who chaired the Assembly Health Committee for years and is working on the children's health coverage issue. Based on that meeting, the Association will provide county commissions that wish to advocate for children's coverage with information and materials and will assist in tracking the Sacramento discussion.
- The Preschool For All (PFA) Learning Exchange met last month and focused on facilities development, with a training session offered by staff of the ABCD (Affordable Buildings for Child Development) project. Ms. Novick noted that both the PFA Learning Exchange and the ABCD project were launched through the efforts of Commissioner Dartis when she was with the Packard Foundation.
- Association staff are participating in a "think tank" convened by the Speaker's office to explore funding preschool facilities on a larger scale. This effort was prompted by a report issued by the Advancement Project, which was co-authored by Commissioner Munger.
- Ms. Novick reported on the Association's discussion regarding corporate partnerships at the previous day's meeting and expressed the Association members' hope that the collaborative process will continue as partnerships entered into by the State Commission have an impact statewide.
- In August, the Association will conduct its Staff Development Summit. This annual event provides an opportunity for intensive in-service training for commission staff on fiscal and administrative issues as well as policy and program areas.

**PUBLIC COMMENT:** None.

### **Agenda Item 6 – Strategic Plan**

Ms. Perry stated that the current strategic plan has been one that has been updated each year and has reflected the funding decisions that have been made in previous years, but wasn't necessarily a roadmap into the future. It is hoped that this strategic plan will not only acknowledge where First 5 has been and the work we want to continue, but will map out where we want to go next.

The strategic plan that the commission has used up to this point has been program orientated and focused on supporting county level programs. This plan attempts to articulate the unique role of First 5 California and how we can add value in some new ways. Ms. Perry reported that the new strategic plan will afford the opportunity to begin to look at investments and the totality of what First 5 is attempting to do in the next 5 years.

Ms. Perry presented a summary of data collected to date and proposed guiding principles, vision, mission, strategic goals, and strategies. Areas identified as strengths, weaknesses, opportunities and threats included the following:

**Strengths:**

- Media/Marketing Campaigns
- Staff Commitment/Technical Expertise
- Financial Support/Matching Funds and County Augmentations
- Programs Initiated

**Weaknesses:**

- Identity Uncertain/Public Awareness Limited
- Program Standards/Impact/Focus Inconsistent
- Bureaucratic Rules
- Systems Change Unrealized

**Opportunities:**

- Definitive Leadership/Major Systems Changes
- Evaluation/Best Practices Database
- Collaborations
- Infrastructure Design
- Specific Populations Focus

**Threats:**

- Bureaucratic Requirements
- Media Reports/Influence with Legislature/Government Agencies
- Loss of Focus

**Guiding Principles**

- Child centered: Focus all programs and activities on the needs of California's children.
- Family focused: Support families as children's primary caregivers and first teachers.
- Diversity: Ensure families from all of California's diverse populations connect to services they need to succeed.
- Public support: Build a foundation of support for a comprehensive, integrated and holistic early childhood education/development system.
- Quality standards: Incorporate the highest quality standards for all programs based on informed data.
- Partnerships and leveraging: Promote collaboration with public and private partners building on existing systems.

Ms. Perry reminded the commission of the quality of strategic planning links:

- Long Term: Matching Vision with Values
- Medium Term: Matching Mission with Goals and Strategies
- Short Term: Planning Objectives or Milestones with Action Plans

**Vision Statement:** All children in California enter school ready to achieve their greatest potential.

**Mission Statement:** By 2012, be recognized as California's unequivocal voice for children 0-5 to ensure greater equity in their readiness for school.

## **Strategic Goals and Strategies**

### **GOAL #1 - Focus on Policy Development**

Implement a comprehensive policy agenda that elevates the needs of young children.

- Strategy 1.1 - National Affiliations  
Increase the number and depth of national partnerships and affiliations.
- Strategy 1.2 - Advocacy  
Advocate in state and national arenas for the needs of children.
- Strategy 1.3 - Health Care  
Facilitate and support health care coverage and quality care for all children 0-5.
- Strategy 1.4 - Early Care and Educational Development  
Facilitate and support early care and educational development for all children 0-5.
- Strategy 1.5 - Economic Development  
Identify the most pressing economic needs of children and create a systematic approach to decreasing disparities.

### **GOAL #2 - Invest in Program Development**

Establish a distinctive set of sustainable health and education programs for children.

- Strategy 2.1 - Signature Programs  
Support two or three signature programs focused on specific needs.
- Strategy 2.2 - Seed Innovative Pilot Programs  
Invest in demonstration projects promoting systemic change.
- Strategy 2.3 - Program Support Portfolio  
Develop and pilot an investment model for maximizing the effectiveness of First 5 California investments.
- Strategy 2.4 - Program Sustainability  
Include a comprehensive sustainability plan in First 5 California programs.

### **GOAL #3 - Broaden Public Awareness**

Build recognition and generate support for the needs of children.

- Strategy 3.1 - Targeted Media  
Expose parents and caregivers of children 0-5 to key messages through television, radio, print, outdoor, web and other media, including community-based organizations.
- Strategy 3.2 - Informational Networks  
Share information and messages with California's diverse populations through partnerships.
- Strategy 3.3 - Learning Communities  
Create learning communities through partnerships with others.
- Strategy 3.4 - National Profile  
Increase First 5 California's national profile through alliances and partnerships.

### **GOAL #4 - Enhance Research and Evaluation**

Assess the value of programs for children.

- Strategy 4.1 - Comprehensive Database  
Create a comprehensive database that supports decision-making.
- Strategy 4.2 - Special Studies

Conduct special studies to identify best practices and assess value of programs for children 0-5.

- Strategy 4.3 - Center for Results

Establish a system for prioritizing and managing research and evaluation projects and communicating results.

## **GOAL #5 - Strengthen Organizational Operations and Systems**

Provide quality and cost-effective services to partners.

- Strategy 5.1 - Strengthen Organizational Operations and Systems

Develop a sound and progressive workforce through training, planning, and mentoring.

- Strategy 5.2 - Fiscal Soundness

Establish fiscal practices to ensure accountability and maintenance of programs (includes contracts and matching grant programs).

- Strategy 5.3 - Contracting Reliability

Utilize technology, training, and best practices to ensure accurate monitoring and timely development of contract procedures and systems.

- Strategy 5.4 - Informational Technology

Develop and integrate information technology solutions and web-based applications to support system operations.

- Strategy 5.5 - Organizational Alignment

Evaluate and align functions and structure to ensure accomplishment of strategic objectives.

Commissioner Vismara shared his concern regarding declining revenue and questioned why loss of funding was not listed as an area identified as a threat.

Vice Chair Kears noted the need to find and/or replace tobacco funds with a more stable funding source that supports programs is essential in moving forward.

Chair Ramirez indicated the inclusion of the parameter being noted as California.

Vice Chair Kears said that the commission is really trying to establish itself in a position of influence and leadership in the areas of 0-5. For this to work, the counties and state must work together.

Ms. Perry said that the state commission has a unique role that is intended to be addressed in the strategic plan. Vice Chair Kears recommended Ms. Perry be a board member under the Mental Health Services Act.

Commissioner Attore would like to see the word “preschool” mapped out in the strategic plan. Ms. Perry indicated that discussions are based on goals and not objectives at this time. Goals are outcomes being pursued rather than how to get there.

Commissioner Munger noted that it is understandable why people have raised concerns that led to inclusion of strategy 1.5, but questioned whether it is within the charter of First 5 and whether it makes sense for the commission to take it on, legally and practically. She suggested re-wording it to honor the impulse but bring it closer to the parameters of the statute. Ms. Perry said staff will re-work this strategy and present it at the September meeting.



Commissioner Vismara stated that the intent, goal and objective would be to build on existing best practices and guiding principles that specifically identify important and existing gaps that are focused on accomplishing results to help families, children and communities.

Commissioner Dartis suggested inclusion of a guiding principle that speaks to evidence-based practices and realistic objectives. Commissioner Munger agreed this point is integral to quality and should be incorporated as part of the quality standard principle.

Chair Ramirez requested definitions and/or a glossary for the use of terms for strategic goals and strategies.

Commissioner Dartis pointed out that strategy 3.1 addresses only parents and caregivers, not the public, whose awareness and interest will be necessary to change state policy. Commissioners agreed a new strategy should be added to remedy this oversight in developing language to target a broader audience.

Commissioner Munger requested clarification on what is meant by a comprehensive database in strategy 4.1. Ms. Perry explained that First 5 California has supported a database referred to as PEDS, which is utilized to store data regarding clients that is primarily used for programs that we fund. She explained the need for a more useful system that can merge and integrate a data warehouse system to gather past and future data.

Ms. Perry explained that in addition to this plan, there will be a parallel work plan that will be used to run the organization, which will be used to measure progress.

Commissioner Vismara discussed the need to include partnerships with other research agencies as well. This led to discussions on the Center for Results and its potential role as an umbrella for information from many research efforts, including those funded by non-First 5 funds. Commissioner Vismara suggested that as the Center for Results moves forward and is implemented, that First 5 ensures that the voices of parents and communities, particularly from underserved communities, be represented and not overlooked. Commissioners Attore and Munger cautioned against gathering and analyzing data in an academic form and on an academic timetable if the goal is to have information relevant to decision-making.

Commissioner Attore stated that if First 5 becomes recognized as a resource around children's issues, we will be doing something very important in the state. Chair Ramirez stated that, to his knowledge, First 5 is the only commission that has statute and authority to leverage resources, which allows it the opportunity to partner with national foundations. He suggested revisiting the Center for Results title to something that has more impact and gives a distinction to what it really is about. Commissioner Vismara requested that, as the planning process moves forward, the commission consider that the center might serve as a clearinghouse of information.

Ms. Perry stated that research is not evaluation and she wants the distinction to be clear. Research is a separate effort that First 5 should contribute to when it is appropriate. However, evaluation is really what First 5 is about in that we want to be sure that investments are yielding results.

Commissioner Kears asked if the current staffing structure and resources allow Ms. Perry to serve the external leadership role implicit in the strategies. Commissioner Vismara suggested a new strategy in goal area 5 that promotes greater visibility for First 5 by emphasizing the external role of staff, not just their internal operations. Ms. Perry felt that strategy 5.5 adequately speaks to this need.

Commissioner Dartis asked where and how this strategic plan will be aligned with the county commissions' strategic plans to assure tighter coordination. Ms. Perry said there is ongoing discussion and coordination with county commissions that addresses this.

Ms. Perry requested the commission to take action to approve the strategic plan as it is written with the changes suggested by the commission. The new draft will be presented at the September meeting.

**MOTION/ACTION:** Commissioner Attore moved that the commission adopt the proposed strategic plan, including vision, mission and strategies as articulated, with changes noted by the commission. The motion was seconded by Vice Chair Kears.

**PUBLIC COMMENT:**

Sheila Kruse (Tuolumne County), representing the 23 smallest population counties, provided their three top priorities:

- Continue the small county augmentations, and commit to a long-term funding strategy consistent with the recommendations of the Small County Augmentation Workgroup. Explore the feasibility of dedicating state commission funding as an ongoing commitment to keeping First 5 a truly statewide initiative, with Proposition 10 investments in all 58 counties.
- Continue the School Readiness Initiative, or a similar state-county funding partnership program that allows for flexibility at the local level. Continue with similar, reasonable matching requirements for small counties.
- Structure future statewide matching partnership initiatives that enable small population counties to participate fully, where appropriate, and involve small county representatives in the planning process for these initiatives.

Mark Friedman (Alameda County) observed:

- The guiding principles don't reflect systems change to improve service delivery for children and families, an area that should be elevated in importance in the plan.
- The state commission could play a bigger role in workforce development in all arenas of child and family services.
- The commission could think of the economic development strategy in terms of family self-sufficiency, which is consistent with the Children and Families Act.
- The importance of its mission to be an unequivocal voice for children 0-5.
- It is key for state and county commissions to work together and modify their partnership.

Advocates of professional development for early child educators spoke in favor of continuation of the CARES program, establishing a blue ribbon committee to address workforce barriers in the field, and reviewing state ECE requirements to eliminate disparities in programs.

Hugo Morales (Commissioner, Fresno County) noted the importance of the state's role in data collection, evaluation, and research and expressed appreciation that strategy 3.1 shows awareness of the importance of community media and community groups.

Pat Wheatley (Santa Barbara County) applauded the commission for the plan, but asked that explicit language be included regarding the importance of working with the counties.

Adriana Simmons, a representative of the Migrant Education Even Start (MEES) program, spoke in favor of continued funding for that program. Commissioner Attore noted that the MEES program is fulfilling a vital need throughout the state and requested the program to make another presentation to the commission at an upcoming meeting.

**VOTE:** The motion was approved by a unanimous vote of the members present.

### **Agenda Item 7 – Consent Calendar**

The commission considered approval of the consent agenda items:

- The March 15, 2007 and May 17, 2007 Commission Meeting Minutes
- Contract ratifications and amendments to the following contracts: CCFC-6810 A4, 6909 A3, 6914 A2, 6943 A1, 6971 A2, 6976 A1, 7008 A1, 7018 A3, 7038 A1, 7024, 7025, 7066, 7073, 7077, 7081, CFF 4476, 4478, 4337 A3, 4385 A1, 4402 A2, 4424 A2

Commissioner Vismara requested the March minutes be taken off the consent calendar for additional comments and changes.

**MOTION/ACTION:** Vice Chair Kears moved that the commission approve the consent calendar with removal of the March minutes. The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

### **Agenda Item 8 – Commission Bylaws (Amendment)**

Jerri Dale, Chief Deputy Director, requested the commission adopt amendments to the bylaws, originally adopted on April 15, 1999 and recently amended on January 25, 2007, to clarify and correct the prior delegated signature authority and provide the Executive Director and her Chief Deputy Director with the authority to enter into or amend contracts of \$150,000 or less.

Commissioner Munger requested a friendly amendment to replace the word “designee” with “Chief Deputy Director” in order to better define and limit who has delegated authority.

**MOTION/ACTION:** Commissioner Attore moved that the commission approve the proposed revisions to the California State Children and Families Commission's bylaws. The motion was seconded by Commissioner Minon.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

## **Agenda Item 9 – Funding Authorization**

The commission considered the approval for funding two items:

### **9a Managed Risk Medical Insurance Board (MRMIB)**

Terry Miller, Chief, Administrative Services, explained how the Governor's Health Care Reform and several legislative bills address eligibility changes and movement toward statewide health care coverage in current and future years. Whichever plan or plans evolve, there will be challenges and barriers to transition from the current health care structure to a potential statewide system. This item represents a collective partnership between First 5 California, MRMIB and the Department of Health Services (DHS), with a shared objective to take proactive steps to minimize possible disruption of services to children by assessing and identifying needed program changes and developing strategies and methodologies to streamline and successfully transfer the enrollment of children in health care programs to ensure continuity of services. The proposal would provide the authority for the commission to enter into an interagency agreement with MRMIB and DHS from August 1, 2007 to July 31, 2009 in the amount of approximately \$500,000, which represents a portion of the funding with MRMIB drawing down approximately \$926,000 in federal matching dollars to accomplish this objective.

**MOTION/ACTION:** Commissioner Dartis moved that the commission approve funding in the amount of \$500,000 through an interagency agreement with MRMIB, to undertake research and planning related to the anticipated implementation of statewide health care reform. The motion was seconded by Commissioner Munger.

Commissioner Vismara requested staff to explain the process that was taken in bringing this request forward to the commission. Commissioner Vismara acknowledged the importance of this objective and voiced concern about the implementation, allocation and the urgency of releasing funds now as opposed to waiting to see what the final outcome will be on the health care reform package.

Ms. Dale indicated that the purpose of this was to develop a plan so, regardless of the ultimate outcome; First 5 will be prepared to look at the number of children that might have to be transitioned into an appropriate forum.

Ms. Perry stated that although discussions are underway in setting commission priorities for 2008, First 5 is operating within the strategic plan that we currently have at this time. Accordingly, we are trying to be good partners in support of current efforts that meet current goals as well as discuss where we hope to be next year. First 5 California is in a position to contribute to the implementation of a new program.

Vice Chair Kears stated that with this issue being part of the strategic plan, we are looking at how to position this organization to support the initiative as First 5 will not be in control of the initiative.

Commissioner Munger further added that this is a mark of First 5's leadership and proactive thinking of creating a framework to cause the universal health insurance system to take hold.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **9b State Controller's Office Guidelines and Quality Control Review**

The commission considered approval of funding up to \$250,000 to comply with Health and Safety Code Section 130151, which directs the State Controller's Office (SCO) to issue guidelines for expanded annual audits of each county commission and to perform associated quality control functions, with a major role in reviewing and assessing the audits within the statutes. There is a provision within First 5 statutes that states the work of the SCO is subject to funding by the state commission, meaning the administrative portion that is designated to SCO is funded by First 5 funds.

At the March 2006 meeting, the commission reviewed the SCO's expanded audit guidelines and the implementation plan for the expanded audit process, which consisted of three phases:

- Phase 1: Development of the expanded annual audit guidelines (Completed March 2006).
- Phase 2: Development of the oversight process to monitor the county commission audits and to perform associated quality control functions (FY 2006/07), which was a thorough review of their audits and compliance with all the additional provisions of the legislation.
- Phase 3: Execution of the oversight process (FY 2007/08 and subsequent fiscal years).

This will be the first fiscal year the SCO will perform its audit oversight process (Phase 3). The authorization of funds represented in this request reflects the SCO's current estimates to perform the mandated work related to this code section.

Upon approval of this funding request, staff will develop an interagency agreement with the SCO.

**MOTION/ACTION:** Vice Chair Kears moved that the commission approve funding in an amount up to \$250,000, through an interagency agreement with SCO, to fund work related to the implementation of legislation as outlined in Health and Safety Code Section 130151. The motion was seconded by Commissioner Attore.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **Agenda Item 10 – Committee Reports – Legislative Committee**

Kim Gauthier reported that committee reports began in May as a standing item on the agenda. The purpose of the committee report is to provide the full commission with a report of any committees that may have met and/or taken action between commission meetings. The Legislative Committee was the only committee that took any action during the time between the May meeting and this meeting. Specifically, the Legislative Committee approved support positions on two bills:

AB 834 (Hayashi) – Dental Disease Prevention Programs.

SB 527 (Steinberg) – Autism Spectrum Disorders: Screening.

Details on these bills were further discussed in agenda item #18.

**PUBLIC COMMENT:** None.

### **Agenda Item 11 – Special Needs Project (SNP)**

Yvette Rowlett, Director of Program Management, explained how the Special Needs Project had been without two needed contracts and support. The Evaluation contract for the Special Needs Project ended on February 28, 2007, and the Training and Technical Assistance contract ended on June 30, 2007. Ms. Rowlett requested the commission to consider approval of additional funding for a new SNP evaluation, training, and technical assistance contract for up to \$1 million to maintain the work related to the original contract and extend the SNP project from November 2008 to June 2009 with additional funding of up to \$1.4 million for projects that show a demonstrated need.

Ms. Rowlette provided the commission with program history on the SNP project, which included:

- Counties involved with demonstration sites.
- The overall goal to strengthen the School Readiness Initiative and other First 5 programs by disseminating effective practices for serving young children with disabilities and other special needs.
- Collecting data and practices that could be used for all First 5 programs.
- Three project goals:
  1. Demonstrating and promoting strategies for early identification and intervention;
  2. Promoting school readiness for children with special needs; and
  3. Producing evaluation results for evidence-based practices.
- Four areas of emphasis:
  1. Access to developmental and health screening for all children ages 0-5.
  2. Referral to services and supports.
  3. Inclusion of young children with special needs in preschools and other community settings.
  4. Evaluation to identify effective practices and to improve programs.
- Services provided.
- Evaluation design based on both qualitative and quantitative data
- Outcomes of screenings, which are vital to early identification of concerns, assessments/services and inclusion based on the following first year evaluation findings:
  1. All 10 demonstration sites have a screening system in place and are conducting screenings with children and families.
  2. A comprehensive screening protocol has been established and a large number of people have been trained in the use of screening instruments.
  3. A variety of models are being tested, including using screeners with different professional backgrounds and conducting screenings in a variety of locations.
  4. Increasing numbers of children are being screened at all sites, with increasing referral and service rates.

The TA and evaluation contracts have both ended. The TA contractor provided assistance in developing and implementing a community action plan, training on the screening protocol, meetings with demonstration site staff, and coaches to address local needs.

The evaluation design includes qualitative data gathered through interviews, field notes, written responses and program documents and quantitative data, including screening data, referral and service data, ratings from trainings, and scores from observational tools.

**MOTION/ACTION:** Commissioner Attore moved that the commission approve additional funding for a new SNP evaluation, training and technical assistance contract for up to \$1 million to maintain the work related to the original contract, including data collection report writing and appropriate expenditures to get maximum value for dollars committed and extend the SNP from November 2008 to June 2009 with additional funding of up to \$1.4 million for projects that show a demonstrated need. The motion was then seconded by Commissioner Dartis.

Regarding evaluation, Commissioners Kears and Dartis expressed concern over the nature of the evaluation, stating that it seems to be providing descriptive data only, not actual evaluative information. Commissioner Munger questioned the value of such a large contract with an evaluation firm and asked what questions the evaluation is designed to answer. Commissioner Attore asked how evaluation results would be used and whether the project is evaluating data on things that are already well known.

Commissioner Vismara discussed the history of the project and noted that it has already shown that evidence of developmental problems can be detected through various screening procedures at a very early age; there is tremendous inequity amongst populations, with some groups significantly underserved; and effective screenings can be done in numerous settings. He agreed that more thought should be given to how evaluation results may be used. He requested First 5 staff to send out the initial reports from Marci Hanson, San Francisco State University and Sonoma State University that provided an overview on children with disabilities and other special needs. The results noted in the reports were systems changes that could be used to improve access/service issues and how to incorporate these findings as an integral part preschool programs and school readiness.

Commissioner Vismara noted the importance of information that has been derived from the program, which included:

- The high percentage of children who had high risk factors or developmental disabilities in the first three years of life;
- The high percentage of underserved communities; and
- Developmental screenings that can be done outside a doctor's office.

Ms. Perry said that the program extension and new contracts are critical to maintain the project for the four full years, and that a new contract will allow data collected by the demonstration sites to be analyzed and applied to research questions.

Vice Chair Kears wants \$1 million of value back for evaluation and states there should be accountability and data should be collected when an invoice is submitted. Commission Attore stated the need to have a clear understanding of research and evaluation. He stated that once First 5 California has a clear mission, then the question can be asked how this research complements the mission.

The Commission left to staff discretion the development of the research questions to be included in the new contract. Staff will return by the commission's November meeting with a complete scope of work, research questions, and a proposal for the use of any unexpended funds.

**PUBLIC COMMENT:** None.

**VOTE:** Commissioner Minon abstained from voting on this issue. The motion was approved by the remaining members present.

**Agenda Item 12 – Authorize Release of Next Advertising Request for Proposals (RFP)**

Elisa Bupara, Director of Communications, reported the execution of a one year contract directly with Target Directions (the 800 line vendor) to continue distribution of the Kit for New Parents. Ms. Bupara requested approval from the commission for authorization to release an advertising RFP, in the amount of up to \$70 million over three years, for a new media contract to help meet the commission's statutory requirements to engage in public communications through television, radio, newspaper and other mass media.

The contract for advertising services with GMMB expired on June 30, 2007, leaving First 5 California without a media contract. First 5 California is mandated by statute to devote 6% of Proposition 10 revenues toward public education and outreach. This mandate has been fulfilled since 1999 through various means of advertising on subjects relating to and furthering the goals and purposes of the Act. First 5 campaigns have targeted California's diverse populations in multiple areas.

Past practices for First 5, prior to embarking on an ad campaign, included utilizing focus group research to help ensure that the right messages were being used and the right audiences were being targeted. First 5 California continues to use this practice as it helps determine what the campaigns should be focused on. The media review committee met regularly, provided guidance and direction to our contractor, and has been involved in the development of every ad campaign. For First 5's preschool campaigns, surveys were conducted and the results indicated that our campaigns were effective and helped raise awareness of the importance of preschool among California parents and caregivers. Currently, through the CHIS 2007 survey, First 5 is asking Californians whether they have heard our childhood obesity prevention, preschool and tobacco cessation messages. This will assist us in gauging the program's effectiveness.

Moving forward, this contract and future contracts will include evaluation. A member of the research and evaluation staff will serve on the team that develops the RFP and will be responsible for evaluation oversight. The evaluation will be done by an independent party. She explained that an evaluation of this type is different than other types of evaluation. Social marketing campaigns are best measured over time. A lot of the behavior that has been in place over decades is not going to change because somebody sees an ad. Expectations have to be realistic with regard to evaluation. In addition, First 5's multi-tiered approach has included public relations or earned media, which often complements advertising efforts.

Ms. Bupara shared a video that was generated on the merits of various First 5 programs and in some cases was definitely generated by First 5 ads. Ms. Bupara reported that



Commissioner Minon volunteered to do some appearances on Spanish language media. She highlighted the positive press First 5 has received over the last six months and hopes that momentum can continue, some of which was driven by the advertising campaign. Beyond the advertising and public relations efforts, First 5 has also carried out this public education and outreach mandate through grassroots outreach utilizing community based organizations, faith based organizations and celebrity endorsements and expects this type of effort to continue in the future. Some commissioners stated that the next media contract should focus on finding new ways to reach parents and caregivers of young children, given that the industry has undergone tremendous change in the last couple of years. It was also expressed by county commissions that the RFP should include a component that provides some level of technical assistance. Ms. Bupara hopes to continue to use county commissions on the media review committee and hopes that county commissions express their interests to media committee members that would be represented through them.

Approval of the RFP would give First 5 the opportunity to continue to move forward to educate, inform and reach out to California's diverse population of parents, caregivers and the general public. Approval is only for the release of the RFP. The subject of future media campaigns will be determined by the strategic planning process and media review committee. State contracting policies, procedures and guidelines will be followed, along with working closely with appropriate control agencies.

Commissioners were provided as handouts a list of all the awards garnered by our ad campaign as well as total media impressions from the last several years.

**MOTION/ACTION:** Commissioner Dartis moved that the commission approve the release of the next advertising request for proposals for up to \$70 million for three years to secure an advertising contractor as soon as possible. The motion was seconded by Vice Chair Kears.

Vice Chair Kears was asking for clarification as to what he interpreted was being requested, which was for the authority to proceed with the RFP. As First 5 finishes the strategic plan, then we will begin the dialogue on the best way to use an ad campaign to implement the strategic plan.

Commissioner Attore argued for a closer look at the potential of new media outlets, such as those available through the Internet.

Commissioner Vismara questioned why it was necessary to move forward at this time and asked what the harm would be in waiting until the strategic plan was completed and/or until First 5 California can explore other options and has other opportunities in terms of partnerships, collaboration and community opportunities.

Commissioner Attore stated he understood the need to have it as a place holder as it gives flexibility and, given the fact that the contracting process takes an incredible amount of time, getting it started at this point as far as moving through the mechanics makes perfect sense. He further stated that commissioners would still have the control and influence as to whether and how it moves down the road.

Chair Ramirez sees this as a place holder where the commission will still have a lot of other hurdles to cross, such as topics that are going to be in place. He stated that during the strategic planning process the commission would have the ability to curtail any agreement. Commissioner Munger expressed concern over locking such a large amount of funding into a single contract that would leave little flexibility to find expertise to address other concerns, such as the commission's desire to reach hard-to-reach populations. She stated that, in her opinion, it wasn't good practice to issue an RFP with the intent to modify it later on. She stated that if an RFP was released for up to \$70 million, people are going to bid \$70 million. She suggested reducing the amount. Commissioner Vismara was supportive of Commissioner Munger's proposal to reduce the amount.

Commissioner Minon agreed with Commissioner Munger and recommended a smaller media contract and time for a planning process.

Ms. Perry explained that the \$70 million was based on what it takes to run a social marketing program that includes two campaigns per year for three years. She stated that in order to administer this effectively and efficiently and not waste time and money, staff needs to start now so that hopefully by next calendar year when the strategic plan is complete, First 5 will have obtained the services of a contractor who can deliver messages to the public in a cost effective manner.

**AMENDED MOTION:** Commissioner Munger moved that the commission authorize the staff to issue an RFP for a mass marketing program to meet our 6% requirement in statute. That doesn't mean it has to be traditional mass marketing but it can include television, radio, newspaper and new media. Mass marketing contract, three years - \$35 million and that's Part A of the motion. Part B of the motion is that we authorize staff to issue an RFQ for entities that are qualified to do two things in particular that we are concerned about. One is new media, they have a special expertise in that area and the other is reaching hard-to-reach, underserved communities. Part 3, bidding on the RFP is not a disqualification to bidding on the RFQ and becoming a contractor on the RFP is not a disqualification to becoming a contractor on any contract that may develop out of the RFQ Process. The motion was seconded by Commissioner Attore.

Ms. Gauthier added the caveat that assuming that this is all consistent with state contracting law and rules and regulations as enforced by the Department of General Services.

Commissioner Minon provided clarification that Part B of the motion is the remaining \$35 million.

Commissioner Munger agreed that the RFQ is for \$35 million as another part of this motion. A total of \$70 million for communication was set aside and designated for that purpose in First 5 California's budget moving forward over the next three years.

Commissioner Vismara asked what the commission sees in terms of being involved and if the commission wants to approve the RFP and the RFQ before it goes out. Commissioner Attore said that it would be reviewed by the media committee.

## **PUBLIC COMMENT:**

Jennie Tasheff (Sonoma County) and Susan True (Santa Cruz) both spoke in support of maintaining the momentum of the advertising campaign, noting that the data gathered in the strategic planning process showed this to be one of the commission's greatest strengths.

Nina Machado (Amador County) shared recommendations compiled in the Northeast Region, including a strong partnership with the counties, focus on specific topics, and promotion of underutilized programs such as Food Stamps and Healthy Families. She also noted that nontraditional outreach is highly effective in areas outside major media markets.

Other individuals came forward in support of the advertising campaigns. Given the expansive discourse on this subject, Ms. Gauthier requested a roll call vote.

**VOTE:** The amended motion, as made by Commissioner Munger and seconded by Commissioner Attore, was approved by a unanimous vote of the members present.

## **Agenda Item 13 – Commission Actions**

This item was moved to the second day and was heard on July 20, 2007.

## **Agenda Item 14 – Authority for the Statewide Annual Conference**

This item was moved to the second day and was heard on July 20, 2007.

## **Agenda Item 15 – Health Access for All Children**

Ms. Perry stated that, over the past 3 years, First 5 California has provided leadership in helping uninsured young children get affordable health insurance by providing a match for the dollars invested by local First 5 Commissions in their county Children's Health Initiatives (CHIs). While this funding has assisted the local CHIs deepen and sustain their efforts, it is a temporary solution to an issue which needs a sustainable long-term solution. In the past two years, several bills providing coverage to uninsured children statewide have been passed by the legislature; however, funding these initiatives has proved challenging. Eighty-two percent of Californians want to see statewide health coverage for children and this goal has strong public support across geographic, demographic, and partisan lines. In addition, the Governor and legislative leaders, along with a very broad coalition involving businesses, teachers, faith leaders, health organizations, and children's advocates, have committed to achieving this goal.

First 5 California enthusiastically supports the growing momentum for statewide health reform that would cover all Californians. Ms. Perry proposed that the commission take an important step to commit funding toward a solution for statewide health insurance that covers all children. \$46.5 million has already been set aside for this purpose. \$26.5 million is being held in reserve to continue the support to the CHIs in the state. There is a balance of \$20 million to continue work in this area. Ms. Perry recommended that the commission resolve to commit that \$20 million in Fiscal Year 2007-08 toward a sustainable solution to cover all children in California.

**MOTION/ACTION:** Commissioner Attore moved that the commission approve the adoption of the proposed resolution to commit \$20 million to improving health access for all children in California. The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:**

Representatives of the Partnership for Children, PICO, United Way of California, and California Children's Health Initiatives spoke in favor of the resolution and thanked the commission for its support.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**Agenda Item 16 – Adjournment**

The commission adjourned the meeting at 4:10 p.m.

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**July 19-20, 2007**

**Radisson Inn  
500 Leisure Lane  
Sacramento, CA 95814**

**MINUTES**

**July 20, 2007**

**Agenda Item 17 – Call to Order and Roll Call**

Chair Ramirez called the meeting to order at 9:00 a.m. He announced that the commission would take a mid-morning break and work through lunch.

Commissioners Present:     Hector Ramirez, Chair  
                                     David Kears, Vice Chair  
                                     Don Attore  
                                     Carla Dartis  
                                     Molly Munger

Commissioners Absent:     Maria Minon  
                                     Louis Vismara

Ex Officio Members Absent: Diane Levin  
                                     Joe Munso

**Agenda Item 13 – Commission Actions** (Carried over from July 19, 2007 meeting)

Jerri Dale, Chief Deputy Director, presented a list of committees and their current membership.

Vice Chair Kears and Chair Ramirez are serving on numerous committees due to the prior vacancies on the commission. Ms. Dale listed each committee and described the roles and responsibilities of each committee.

Vice Chair Kears asked if there was a need to continue the Statewide Partnership Committee, given the commitment that First 5 has made over the last year.

Ms. Perry recommended combining the Statewide Partnership Committee with the Media and Public Relations Committee, as the fewer committees there are, the more effective we can be.

**MOTION/ACTION:** Commissioner Attore moved that the commission combine the Statewide Partnership and Media and Public Relations Committees. The motion was seconded by Vice Chair Kears.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

The following actions were taken by the commission with regard to committee assignments:

**MOTION/ACTION:** Vice Chair Kears moved that the commission approve Commissioner Attore and Commissioner Minon to serve on the Research and Evaluation Committee. The motion was seconded by Chair Ramirez.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**MOTION/ACTION:** Chair Ramirez moved that the commission approve Vice Chair Kears and Commissioner Dartis to serve on the Public Education and Outreach Committee. The motion was seconded by Commissioner Munger.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**MOTION/ACTION:** Chair Ramirez moved that the commission approve Commissioner Munger and Commissioner Vismara to serve on the Legislative Committee. The motion was seconded by Commissioner Munger.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**MOTION/ACTION:** Commissioner Munger moved that the commission approve Commissioner Dartis and Commissioner Munger to serve on the Equity Principles Committee. The motion was seconded by Vice Chair Kears.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**MOTION/ACTION:** Commissioner Munger moved that the commission approve Vice Chair Kears and Chair Ramirez and to serve on the Executive Committee. The motion was seconded by Vice Chair Kears.

**VOTE:** The motion was approved by a unanimous vote of the members present.

**PUBLIC COMMENT:** None.

Ms. Dale stated that she would provide all the background information on Equity Principles to Commissioner Dartis and Commissioner Munger.

#### **Agenda Item 14 – Authority for the Statewide Annual Conference of County Commissions**

Terry Miller, Chief, Administrative Services, requested clarification of the October 20, 2005, motion related to funding authorization for the Statewide Annual conference and clarification of the period of approval in order to minimize delays and facilitate the processing of future agreements through the Department of General Services. This technical clean-up to the October 2005 Minutes will ensure the authorized period of funding up to \$300,000 for four years (up to \$1.2 million) exclusive of any revenues collected through registration fees.

**MOTION/ACTION:** Commissioner Attore moved to approve the request for clarification of the funding authority and correction to the period of approval as follows:

1. The State Commission confirms its approval for First 5 California to expend up to \$300,000 each year from State Commission funds for the Statewide Annual Conference of County Commissions, not to exceed \$1.2 million in a four year period, and confirms that any revenue generated through conference fees is in addition to this funding authorization.
2. The State Commission hereby corrects the October 20, 2005, Motion, Agenda Item 11, Statewide Conference, and Minutes of the October 20, 2005, meeting pertaining to Agenda Item 11 to reflect the period of the funding approval, which currently states “starting FY 2005-06 through FY 2009-2010” (representing five fiscal years) and replaces the approval to read “starting FY 2005-06 through FY 2008-09” (representing the intended four fiscal years).

The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **Agenda Item 18 – Legislative Update**

Kim Gauthier, Chief Counsel, announced the recent hire of Marsha Jones as the Chief of Legislative and Governmental Affairs, the position formally occupied by Tina Chiginsky. The commission was provided with copies of two bills that the Legislative Committee took support positions on between this commission meeting and the last meeting in July.

1. AB 834 (Hayashi) would make changes to existing provisions affecting the Community Dental Disease Prevention Program. It would require that preventative and educational programs be evidence-based and age appropriate, focused on the development of personal practices by preschool children, students and parents, including the recommendation and supervised application of preventative dental products. The bill would require that services provided be performed by a licensed dentist or a registered dental health professional. Although the bill does not permit all health care providers, such as doctors, to provide services, it does expand the type and number of dental professionals that can provide these services.
2. SB 527 (Steinberg) would require health care providers who are responsible for the primary care of children to evaluate and screen children 5 years of age or younger for developmental disabilities, including autism spectrum disorders. Health care providers would also be required to provide parents or legal guardians with information relating to developmental disabilities and organizations that provide services to children with autism spectrum disorders.

Ms. Gauthier reported that, although no positions have been taken at this time on any of the health care bills, the commission remains focused on these bills and is closely watching them.

**PUBLIC COMMENT:** None.

**Agenda Item 19 – Proposed Meeting Calendar and Locations for 2008**

Jerri Dale, Chief Deputy Director, requested approval of meeting dates and locations for the 2008 calendar year, which took into consideration local commission interest, Association input, availability of appropriate facilities, accessibility to airports and/or necessary transportation and cost.

**MOTION/ACTION:** Vice Chair Kears moved that the commission approve the proposed meeting calendar and locations for the 2008 commission meetings. The motion was seconded by Commissioner Munger.

Commissioner Attore requested one of the Sacramento meetings be moved to Southern California.

Ms. Dale recommended the May 15, 2008, meeting be held in Southern California in lieu of Sacramento.

**AMENDED MOTION:** Vice Chair Kears moved that the commission approve the proposed meeting calendar with the amendment to move the May 15, 2008, commission meeting to Southern California. The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:** None.

**VOTE:** The amended motion was approved by a unanimous vote of the members present.

**Agenda Item 20 – Governor’s Health Care Initiative**

Herb Schultz, Senior Health Policy Advisor to the Governor, presented highlights of the Governor’s health care reform proposal and said that as soon as the state budget is passed, he anticipates a concerted focus on reaching an agreement on health care reform. He reported on three core essential elements of the Governor’s plan:

- Prevention & Wellness
- Shared Responsibility/Coverage for All
- Promoting Affordability and Cost Containment

Mr. Schultz has spoken with many local First 5 representatives and is interested in working with the state commission and others to address any issues specific to the 0-5 population.

He urged First 5 representatives to communicate with the Legislature and the Governor’s office about what they feel is most important, including increased Medi-Cal rates and a prohibition against denying coverage based on prior health conditions.

Commissioner Attore requested a set of talking points on the Governor’s plan and an analysis regarding the competing programs and proposals from the Governor’s perspective.



Commissioner Attore urged greater attention to dental coverage. The Governor's proposal continues the coverage levels in the Healthy Families and Medi-Cal programs, but does not address dental benefits in the new commercial plans that would be offered.

Sherry Novick reported that county commissions are working hard to talk to legislators to remind them how critical it is that all children are covered, regardless of documentation status.

### **Agenda Item 21 – Oral Health Demonstration Project**

Sarah Neville-Morgan, Deputy Director of Program Management, gave a presentation on the Oral Health Demonstration Project. The \$10 million Early Childhood Oral Health Initiative was comprised of two major projects:

1. Oral Health Demonstration Project - This project was an interagency agreement with the Managed Risk Medical Insurance Board (MRMIB) and consisted of \$3 million of First 5 funds, which were used to leverage \$5.6 million in federal matching funds. There were a total of 21 projects funded, mainly through the Healthy Families Program. Over 117,000 services were provided to nearly 25,000 children.
2. Health Education and Training Project – This project is run by the California Dental Association Foundation and the Dental Health Foundation. It is approximately \$7 million in funding over a 4 year period and is scheduled to end in February 2008. The primary goal for this project is to provide training to the medical and dental communities and education to parents, caregivers, and health and human services providers. To date, 13,163 dental and health care providers have received training.

A lengthy evaluation report has just been issued by the Institute for Health Policy Studies, University of California San Francisco and is currently being reviewed by commission staff and project sites.

Several commissioners reiterated the relevance of a meaningful evaluation, being careful not to duplicate efforts and ensuring that the data collected is relevant.

### **PUBLIC COMMENT:**

John Siegel (Trinity) recommended that in the future, evaluation designs include an evaluation of cost savings that result from early intervention.

A representative of MRMIB noted that six sites developed training and outreach materials that would be useful statewide, but a mechanism has not yet been established to disseminate them.

Several representatives from participating programs described advances made during the project in outreach techniques, expanding the use of fluoride varnishes, screening pregnant women for bacteria that causes tooth decay in young children, and training regional center personnel on the oral health issues related to special needs children.

Representatives of the Dental Health Foundation and the California Dental Association Foundation described their work in reaching and educating parents and training health care professionals.

Pat Wheatley (Santa Barbara) noted that many county commissions fund oral health initiatives and urged the state commission to build on the local projects and evaluations underway at the county level.

### **Agenda Item 22 – Small Population County Funding Assessment Project**

Terry Miller, Chief, Administrative Services, reported on the following:

- The California Children and Families Act of 1998 became effective January 1, 1999.
- The distribution of tax revenues, by statute, is based on a percentage of total live births for each county.
- In October of 1999, the State Commission supported the concept of “statewide participation” and provided support for small population counties by approving a minimum annual funding level of \$200,000 to augment small county revenues.
- In October 2000, the state commission expanded support of small and rural population counties to assist counties with meeting statutory administrative requirements, on the premise that counties should not have to use more than 5% of their tax revenue to fund these activities.
- Consistent with the action to support revenue, the commission also made their expectation clear that the state and county commission work collaboratively to resolve this revenue problem.
- The commission’s approval for small population county revenue and administrative augmentations expires on June 30, 2008.
- At the January 2007 commission meeting, the commission supported the forming of a state/county workgroup to develop a long-term solution to this problem.
- The workgroup has met for five full days and discussed a range of issues that fall into three primary categories, which are need, revenue source and eligibility.
- The workgroup reached concurrence that the amount of funds should not exceed the existing authorization of \$3.5 million total and that the funding should be approached through a shared strategy.
- There was agreement that large county input is essential to any recommendation coming from the workgroup. At the recent Statewide Conference, the workgroup engaged in a dialogue regarding the funding support. This discussion resulted in a recommendation to the workgroup to consider using money from the Surplus Money Investment Fund (SMIF) as a funding source for future augmentations.

Ms. Miller explained and provided commissioners a summary on how SMIF funds work.

Funding levels and formulas for eligibility are still being discussed. The workgroup plans to make a recommendation for a solution at the September 2007 meeting.

To establish an account to retain the SMIF funds and allow the interest from these funds to be directed to small counties would require a legislative change.

Ms. Perry stated that the SMIF solution would cover the county portion of the contribution to the \$3.5 million issue. The cost to the counties would be approximately \$1.8 million (half of the \$3.5 million that may be needed to cover the cost to help the small counties).

Commissioner Munger expressed concern about taking dollars away from counties. She hopes to see a consensus solution at the September meeting. She suggested in moving forward that Los Angeles should be included in the workgroup.

### **Agenda Item 23 – Adjournment**

Prior to adjournment, Commissioner Munger questioned official term limits and the lawfulness of serving on the commission after a term has expired. She requested further research and report to the commission on what the law is in this area. Ms. Gauthier recommended taking the request to the Attorney General's Office. Given that it will impact the commission into perpetuity, it would be best to have a formal position from the Attorney General's Office. The commissioners present agreed with this recommendation.

Vice Chair Kears moved for adjournment of the commission meeting. The motion was seconded by Commissioner Dartis and was approved by a unanimous vote of the members present.

The next scheduled commission meeting is September 20, 2007, in Eureka.